

The Force - Volkswagen Commercial

By

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Based on: Star Wars

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INT. HALLWAY - DAY

As the Star Wars theme music of "The Imperial March" plays, Darth Vader, walks with purpose and determination.

INT. BEDROOM - DAY

Standing next to an exercise bike, Darth Vader is revealed to be a young boy using the force ineffectively on the machine.

INT. LIVING ROOM - DAY

The Vader Kid reaches out to use the force on his dog. The dog reacts with a raised eyebrow. The Vader Kid shrugs.

INT. LAUNDRY ROOM - DAY

The Vader Kid leaps with extended arms at the washer and dryer.

INT. CHILD'S BEDROOM - DAY

The Vader Kid reaches with both hands to use the force on a doll seated on a bed. A close-up on the doll's face shows no reaction. The Vader Kid shrugs.

INT. HALLWAY - DAY

The Vader Kid follows his dog with outstretched hands.

INT. KITCHEN - DAY

The Vader Kid uses the force on a kitchen table, the Vader Kid's mom assists her son, by sliding a sandwich under his hands. The Vader Kid places his hand on his mask in exasperation.

EXT. DRIVEWAY - DAY

A silver Volkswagen Passat pulls into the driveway.

INT. KITCHEN - DAY

With his hand still on his mask, the Vader Kid hears his dog bark and realizes his Dad is home from work.

EXT. DRIVEWAY - DAY

With briefcase in hand as he walks toward the front door, the father reaches out his arms to hug the Vader Kid, but is brushed aside as his son runs directly toward the car. From the interior of the Volkswagen, we watch the father walk away, as the Vader Kid prepares to attack. With renewed effort, the Vader Kid uses the force and jumps back startled when the car unexpectedly starts and revs its engine.

INT. KITCHEN - DAY

A close up shot of car keys shows the engine was started remotely. The reveal in the kitchen shows the parents looking out the window, while the father gives a mischievous wink at the mom.

EXT. DRIVEWAY - DAY

A startled and flummoxed Vader Kid swings around to see if his parents witnessed the awesome power of the force and then swings around again to look at the car.

END CARD

The all new 2011 Passat.

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\$20,000.

With the swish of a light saber
Das Auto

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